

AUG 14 1944

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FRANCES HUGHES, *Editor*

6 WEST 52nd STREET

NEW YORK, N. Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, AUGUST 11, 1944

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Now Showing	LARGE COLLECTION MOLYNEUX MODELS Just arrived by clipper, Molyneux Fall models. Press by appointment. Contact: Victor A. Pincus, PL. 8-2014.	VILLA-ZIGMUND CO.	SHOWROOM 18 EAST 50TH STREET
Friday Aug. 11	EXHIBIT: FASHION SKETCHES BY AMERICAN DESIGNERS As a feature of its summer exhibition "America", 1744-1944, the museum will open, on Aug. 11, an exhibition of representative original fashion sketches by American designers done over the past two years. This show will remain until October 29. Included are drawings by Mark Mooring, Vera Maxwell, Elizabeth Hawes, Jenkins, Philip Mangone, Eta, Claire McCardell, Bruno, and others. Also, stage and screen sketches by Muriel King, Edith Head, Czettel, Walter Florell, and others. Open Daily 10:00 A.M.-5:00 P.M.; Sundays, 1:00-5:00 P.M. Contact: Editorial Office, NEvins 8-5000.	BROOKLYN MUSEUM	EASTERN PARKWAY BROOKLYN
Now Available	BOOKLET: IMPORTANT FACTS ABOUT COTTON Cotton fashions, finishes, home and industrial usages and other facts useful in advertising copy or educational purposes are explained in this booklet, "Do You Know These Important Facts About Cotton?" Available upon request. Contact: Cotton-Textile Institute, WO. 2-0270.	THE COTTON-TEXTILE INSTITUTE	320 BROADWAY
Just Begun	TEEN-AGE FASHION BROADCAST This new weekly Saturday 10:00 A.M. broadcast of teen-age fashions, under the auspices of "Calling-All-Girls Magazine" and Nancy Pepper, fashion editor of the magazine, began August 7th at the Fair in Chicago. This broadcast, a transcription, originates in New York and is released to one store to a city with local variations. It is amplified at the Fair with clubs for teen-age girls and other exploitations. Contact: "Calling-All-Girls Magazine", CA. 5-6810.	CALLING-ALL-GIRLS MAGAZINE	COAST TO COAST
Now Available	BOOKLET: "MAKE-OVERS FROM COATS AND SUITS" As long as a free supply lasts, this booklet is available for stores' Yard Goods departments. It contains pictures and instructions for reconvertng old garments to be remade into new fashionable clothes. Written by Clarice L. Scott. Contact: U.S. Dept. of Agriculture, Washington, D.C.	U.S. DEPARTMENT OF AGRICULTURE	WASHINGTON, D.C.
Still Going On	LITTLE THEATRE FOR CHILDREN Each week there is a new daily musical show at 4:00 P.M. to entertain young people. This week, a play enacted by the children's group of the Robotti-Moser Studios. Also daily at 11:00 A.M. and 2:00 P.M., Macy's Little Theatre will show children's movies and cartoons. All children invited, free. Publicity: Sue Raices, CH. 4-2000.	R.H. MACY & CO., INC.	TOY DEPARTMENT 5TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sometime in August	OPENING: SPRING WOOL AND WORSTED COLLECTION Exact date to be announced. Wholesalers, manufacturers, and retailers, by appointment, contact salesmen; Press, contact: Mary Keane, PE. 6-4500.	A. D. JUILLIARD & CO.	40 WEST 40TH STREET
Mid-August	INTRODUCING NEW "FASHION COLOR" "Casanova Brown" is the title of a new International picture starring Gary Cooper and Theresa Wright. The color, a very dark brown, is destined to be a style leader and will be given country-wide fashion publicity through co-ordinated promotions with fabrics houses; apparel manufacturers (including 25 of the top ones) and outstanding retail stores, one to a city. In New York, R. H. Macy & Co. will present "Casanova Brown". Costumes in the "Casanova Brown" movie were designed by Muriel King. Publicity: Tom Fizedale, Inc., EL. 5-5580.	INTERNATIONAL PICTURES	ALL OVER THE COUNTRY
Now Going On	NEW YORK STORES TO ADOPT UNIFORM WRAPPING POLICY The Retail Dry Goods Association spokesman, J. Edward Davidson, President, James McCreery & Co., announces that N. Y. department stores and members of the Uptown Retail Guild will use wrapping materials only for protection not for appearance. Packaged merchandise already in containers will not be given additional wrapping.	UPTOWN RETAIL GUILD & N. Y. DEPARTMENT STORES	NEW YORK CITY
Saturday Aug. 12-16	SUMMER EXHIBIT OF STUDENTS' WORK Fashion illustrations and layouts in color and black and white by students in the Day and Evening Classes of the Summer School. On view in the Pent House Gallery, 9:00 A.M.-9:30 P.M., Saturday until 5:00 P.M. For further information, Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET

WEEK BEGINNING MONDAY, AUGUST 14, 1944

Monday Aug. 14	SERIES OF O.P.A. ARTICLES Alfred Auerbach, for the past 30 months with O.P.A. as Price Executive in the Consumer Durable Goods Branch has written a series of special articles on the "why" of O.P.A., present, past, and future for Retailing Home Furnishings and Women's Wear Daily. Mr. Auerbach was editor-in-chief of Retailing Home Furnishings prior to being drafted by the O.P.A. His experiences serving under Leon Henderson, Chester Bowles and Prentiss Brown give him wide scope and should make the articles interesting and informative.	ALDRED AUERBACH	WOMEN'S WEAR DAILY RETAILING HOME FURN.
Tuesday Aug. 15	BEGINNING RECONVERSION TO CONSUMER GOODS Donald Nelson has announced a program for limited civilian production of 124 scarce consumer articles to be given "preferential treatment." Production starts about August 15th, and includes kitchenware, heating pads, vacuum bottles, cooking appliances, aluminum ware, lighting devices, office machinery, photographic equipment, plumbing fixtures, baby necessities, bicycles, can openers, coffee pots, fishing equipment, electric fans, fountain pens, carpet sweepers, typewriters, vacuum cleaners and many other things in which civilians have been restricted.	WAR PRODUCTION BOARD	ALL OVER THE COUNTRY

DATE WHAT'S GOING ON GIVEN BY WHERE

COLLEGE SHOP OPENINGS, COLLEGE ISSUES OF THE MAGAZINES

Monday Aug. 14	INFORMAL COLLEGE FASHIONS PRESENTATION	BLOOMINGDALE'S	3RD FLOOR
	An all-week-long fashion show at 11:00 A.M., 1:00, 2:00, and 3:00 P.M., featuring the very smartest college girl modes. Press and public invited. Publicity: Karen Hollis, VO. 5-5900.		
Tuesday Aug. 15	NEWSSTAND DATE: HARPER'S BAZAAR COLLEGE ISSUE		572 MADISON AVENUE
	Contact: Esther Lyman, WI. 2-2800.		
Wednesday Aug. 16	GRAPHOLOGIST IN COLLEGE SHOP	MARTIN'S BROOKLYN	3RD FLOOR
	There will be a graphologist on hand for one week to tell the college girls about themselves. All invited. Publ.: Miriam Priluk, TR. 5-3100.		
Thursday Aug. 17 4:00 P.M.	OPENING OF COLLEGE SHOP	MARY LEWIS	746 FIFTH AVENUE ROOF
	Mary Lewis, the exponent of new, exciting school and play clothes for juniors, is holding her first Fall showing in her new shop, the one with the yellow door whose opening provoked a color riot on Fifth Avenue. Press, by invitation only. Publicity: Rosemary Sheehan, CO. 5-3147.		
Saturday Aug. 19 2:00 P.M.	COLLEGE FASHION SHOW	GIMBEL BROTHERS	3RD FLOOR
	Press and public invited to view this Back-to-School collection. Publicity: Doris Bartnett, PE. 6-5100.		
Wednesday Aug. 23 12:30 P.M., 1:30 P.M.	COLLEGE GIRL CAUCUS: "CLOTHES ARE THE ISSUE"	ABRAHAM & STRAUS	EAST BUILDING 3RD FLOOR
	Vee Rafdal, New York fashionist, Associated Merchandising Corp., will keynote the caucus. There will be a back-to-college fashion show at 12:30 and 1:30 P.M. to enable college girls who are working this summer to come during lunch hour. Music and prizes. Public and Press invited. Publicity: Emily Adamson, TR. 5-7200.		

Tuesday Aug. 15 4:30 P.M.- 6:30 P.M.	PRESS PREVIEW: NEW MODEL ROOMS	JAMES MCCREERY & CO.	INTERIOR DECORATING RECEPTION ROOM, 7 FL.
	The McCreery decorating staff together with Kelly & Scoville, interior decorators, have arranged a group of rooms embodying new Fall and Winter designs for the home. There will be a cocktail party opening for the invited Press. Public welcome thereafter. Publ.: Alice Hutton, WI. 7-7000.		

Tuesday Aug. 15	RETAILERS IN DRIVE FOR EARLY OVERSEAS MAILING	N.R.D.G.A. AND U.S. PCSTAL AUTHORITIES	ALL OVER THE COUNTRY
	The O.W.I., War and Navy Departments, and the United States Post Office, in conjunction with the War Advertising Council and the Sales Promotion Division of N.R.D.G.A., have complete sets of material for use by retail stores throughout the country in a drive to stimulate early mailing of gifts to service men and women overseas. The material in folder form will be mailed to the stores by the Government. It points out correct packaging and stresses the earliest possible date of mailing, between September 15-October 15 for Christmas overseas gifts. Contact: Edward Hoyt, PE. 6-2155.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Aug. 15- Aug. 29	FREE HOME CANNING SESSIONS Each Tuesday in August from 2:00 to 4:00 P.M., Mrs. Sylvia Newbauer and Miss Pauline Leonard, nutrition and canning experts of the Brooklyn American Red Cross will demonstrate newest methods of canning vegetables, fruits, pickles and jellies. This is third in a series of five lectures. Press and public invited, free. Publicity: Emily Adamson, TR. 5-7200.	ABRAHAM & STRAUS BROOKLYN	EAST BUILDING 5TH FLOOR
Wednesday Aug. 16 10:30 A.M.	PRESS PREVIEW: FALL MILLINERY COLLECTION Press, by invitation only. Publicity: Frances Anderson, CI. 7-1100.	HENRI BENDEL	SALON 10 WEST 57TH STREET
Wednesday Aug. 16 11:30 A.M.- 1:00 P.M.	ANNUAL CHRISTMAS BREAKFAST Beauty editors will get an early glimpse of Tussy's Christmas line of cosmetics and beauty preparations. Attendance strictly by invitation. Publicity: Miss Buchbinder, WI. 2-6100.	COSMETIQUES TUSSY	ST. REGIS HOTEL LOUIS XVI SUITE
Wednesday Aug. 16 2:30 P.M.	JUNIOR MISS FASHION SHOW Press and public welcome. Contact: Florence Epstein, LA. 4-7000.	SAKS 34TH STREET	DEBUTEEEN SHOP 2ND FLOOR
Wednesday Aug. 16 3:00 P.M.- 7:00 P.M.	OPENING N. Y. OFFICE AND SHOWROOM Besides formally opening the new offices, there will be a showing of the new line of women's accessories...compacts, cigarette cases, etc., called the "Ziegfeld Girl". Open to trade. Press by invitation. Contact: Mrs. Meldram, MU. 3-6211.	ALLIED PLASTICS CO.	12 EAST 41ST STREET
Thursday Aug. 17 5:00 P.M.- 7:30 P.M.	COCKTAIL DEBUT FOR "SEVENTEEN" To meet Helen Valentine and the new editorial staff of the magazine, "Seventeen", for teen-age and high school girls, the publication is inviting New York's representative press to a cocktail party. Attendance by invitation. Contact: Estelle Ellis, MU. 2-4690.	SEVENTEEN MAGAZINE (551 5TH AVENUE)	WALDORF ASTORIA HOTEL SERT ROOM
Friday Aug. 18	NEWSSTAND DATE: WOMAN'S HOME COMPANION TEEN AGE ISSUE, 250 PARK AVENUE Teen-age fashions and beauty issue. Contact: Elizabeth Ambrose, EL. 5-5200.		
Monday Aug. 21 1:00 P.M. Luncheon	"MOUTON MAGIC" FUR FASHION SHOW A collection of original coats and jackets in unusual and practical styles. Open to public. Press by invitation. Luncheon from \$1.85. Laskin Mouton Publ.: Rosemary Sheehan, CO. 5-3147. St. Regis: Mary Alice Rice, PL. 3-4500.	LASKIN MOUTON FURS	ST. REGIS HOTEL IRIDIUM ROOM
Monday Aug. 21- Aug. 25	WAR TIME JEWELERS CONFERENCE Interesting largely to retail jewelers, with outstanding leaders in the industry and government officials and retailing specialists delivering reports and addresses on every phase of jewelry. These men will peep into the future also, in a post-war planning session. More details later. Open to members, Contact: Charles Evans, MU. 2-2764.	NATIONAL RETAIL JEWELERS ASSN.	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Aug. 22	NEWSSTAND DATE: CHARM BUSINESS GIRL ISSUE Contact: Miss Tucker, MU. 3-8910.		122 EAST 42ND STREET
Tuesday Aug. 22 4:00 P.M.- 6:00 P.M. Wednesday Aug. 23	GALLERY OF DIAMONDS AND DOLLS Presenting the Mary E. Lewis Collection of bridal dolls which trace two centuries of tradition in gowns, veils, bouquets, etc. Engagement rings, the oldest of all bridal traditions, are featured with each doll bride. Diamond jewelry for period dolls, from Hammer Galleries. Bridal "fashion dolls" of 1944 dressed by Fira Benenson, Zoe De Salle, Helene Garnell, Muriel King, Philip Mangone, Nettie Rosenstein, and Herman Patrick Tappe, with modern diamonds from Black Starr & Gorman, Inc. Press preview by invitation. Open to public on Aug. 23. Contact: Dorothy Dignam, CI. 6-0200.	N.W. AYER & SON, INC.	PARK LANE HOTEL TAPESTRY ROOM
Wednesday Aug. 23 3:00 P.M.	OPENING: BARBARA BARRIE" JUNIOR SALON A new budget shop department with a complete collection of dresses, suits, coats, and accessories; trousseau wardrobes, back-to-school clothes for Jr. Miss sizes, and also fashions for small women who wear from size 7-15. Press invited, open to public. Publ.: Belle Irene Gillis, PL. 5-2500.	THE TAILORED WOMAN	SALON - 3RD FLOOR 742 FIFTH AVENUE
Monday Aug. 23 11:30 A.M.	PRESS PREVIEW: FALL FUR COLLECTION A new and exciting collection of coats, jackets, capes, etc. by this distinguished designer of furs. Press, strictly by invitation. Publicity: Rosemary Sheehan, CO. 5-3147.	MAXIMILIAN FURS, INC.	SALON 20 WEST 57TH STREET
Monday Aug. 28- Sept. 1	NEW YORK GIFT SHOW Increased volume requires two hotels to adequately display these gift wares. Contact: George F. Little Management, 200 5th Avenue, AS. 4-3161.	NATIONAL GIFT AND ART ASSOCIATION	PENNSYLVANIA HOTEL & NEW YORKER HOTEL
Tuesday Aug. 29 2:30 P.M.	CUSTOM-MADE FALL MILLINERY SHOWING Press, strictly by invitation. Publicity: Josephine Hughes, WI. 2-2600.	HATTIE CARNEGIE	42 EAST 49TH STREET
Tuesday Aug. 29 3:00 P.M.	PRESS PREVIEW: FALL FASHIONS This Fall custom-order collection designed by Mme. Lynn. Attendance, strictly by invitation. Publicity: Rosemary Sheehan, CO. 5-3147.	CHEZ NINON	SALON 785 FIFTH AVENUE
Tuesday Aug. 29	SUB-DEB FALL FASHION SHOW A Junior Fall Fashion show of Back-to-School styles modeled by Bamberger's newly trained sub-debs. Public and Press invited. Publicity: Nan Findlow, Market 2-1212.	L. BAMBERGER & CO. NEWARK	RESTAURANT 10TH FLOOR
Wednesday Aug. 30 10:30 A.M.	FIRST FALL "TRICKS FOR TEENS" MEETING A fashion show launches the first Fall get-together of the teen-agers who will be beguiled by fashions and entertained by celebrities. More details later. Publicity: Florence Epstein, LA. 4-7000.	SAKS 34TH STREET	DEBUTEEN SHOP 2ND FLOOR

DATEWHAT'S GOING ONGIVEN BYWHEREOPENING DATES: FALL CUSTOM-ORDER COLLECTIONSAdmission to all showings strictly by invitation.

Wednesday Aug. 30	SAKS 5TH AVENUE COLLECTION OF SOPHIE' ORIGINALS Publicity: Eleanor Lambert, PL. 5-8580.	611 FIFTH AVENUE
Tuesday Sept. 5 11:00 A.M.	PRESS PREVIEW: FALL AND HENRI BENDEL WINTER "ORIGINALS" Press, by invitation only. Publicity: Frances Anderson, CI. 7-1100.	SALON 10 WEST 57TH STREET
Sept. 5 5:30 P.M.	BERGDORF GOODMAN ORIGINALS Contact: Florence Neff, PL. 3-7300.	754 FIFTH AVENUE
Sept. 6 11:00 A.M.	BONWIT TELLER'S FIRA BENENSON COLLECTION Publicity: Jo Parrish, EL. 5-6800.	721 FIFTH AVENUE
Sept. 6 3:00 P.M.	MILGRIM'S CUSTOM-ORDER ORIGINALS Publicity: Ruth Waltz, CI. 7-7200.	6 WEST 57TH STREET
Sept. 7 10:30 A.M.	HATTIE CARNEGIE'S CUSTOM-ORDER ORIGINALS Publicity: Josephine Hughes, WI. 2-2600.	42 EAST 49TH STREET
Friday Sept. 1	A BRAND NEW TEEN- AGE MAGAZINE "Seventeen", a new magazine for high school girls and the teen-age crowd, and edited by Helen Valentine, will appear in September with 88 pages of interest for young women from 13-18 years of age. "Seventeen" will talk their language...about Young Fashions, Beauty, Food, Fun, Books, Movies, Records, and People. Dr. M. F. Agha is Art Consultant; Charlotte Ware, Managing Editor; Eleonore Hillebrand, Fashion Editor; Irma Phorylles, Beauty Editor; Dorothea McEvoy, Executive Editor; George Neil, Art Director; and Estelle Ellis, Promotion Director. Contact: Estelle Ellis, MU. 2-4690.	ALL NEWSSTANDS AND DEPARTMENT STORES
Monday Sept. 4	NEW RADIO PROGRAM WITH PEGEEN FITZGERALD	LILY OF FRANCE CORSET COMPANY WOR, 8:30 A.M. DAILY
Tuesday Sept. 5 1:00 P.M. Luncheon	NEW FALL CUSTOM- ORDER FASHIONS Details in later issue of FASHION CALENDAR. Open to public. Press by invitation. Luncheon from \$1.85. Contact: Alice Orovan, EL. 5-6415. St. Regis Publicity: Mary Alice Rice, PL. 3-4500.	ALICE OROVAN (785 5TH AVE.) ST. REGIS HOTEL IRIDIUM ROOM
Tuesday Sept. 5 3:00 P.M.	PRESS PREVIEW: LUXUR- IOUS FUR FASHIONS The annual "Pink Champagne Party" that Russeks' Wholesale Department gives to the press each year, showing the cream of fur fashions created in the design studio. Press, strictly by invitation. Publicity: Beatrice Castle, WI. 7-1900.	RUSSEKS 5TH AVENUE 8TH FLOOR
Wednesday Sept. 6 4:30 P.M.	PRESS PREVIEW: "READY-TO- BE-WORN" CLOTHES Jaeckel's newly-opened Ready-to-Wear Department, will present a collection of chic town fashions for Fall at a cocktail party for the invited press. Publicity: Viola Shefer, PL. 3-2117.	8-10 East 57TH ST. 1ST FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 7 3:00 P.M.	OPENING OF MILLINERY STUDIO In an artistic setting hung with paintings which serve as inspiration for her hat models, Mme. De Lil, a talented and experienced hat creator, will present a new collection of hats using the artistry, the colors, the composition, and the picturesque quality of famous paintings. Press, strictly by invitation. Contact: De Lil, Inc., PL. 9-6559.	DE LIL, INC.	26 EAST 55TH STREET
Week of Sept. 10	FALL STYLE SHOWINGS Dresses, coats, suits, sportswear, knitwear, etc., as well as wash apparel and blouses.	STYLE EXHIBITORS, INC. & CHICAGO WASH APPAREL ASSOCIATION	MORRISON HOTEL CHICAGO, ILLINOIS
Monday Sept. 11 1:00 P.M. Luncheon	NEW FALL FASHIONS AT LUNCHEON First Fall collection of completely ensembled fashions. Open to public. Press by invitation. Luncheon from \$1.85. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500, St. Regis Publicity: Mary Alice Rice, PL. 3-4500.	THE TAILORED WOMAN	ST. REGIS HOTEL IRIDIUM ROOM
Monday Sept. 11	RESORT, SPORTSWEAR & PLAY CLOTHES SHOWING Contact: Louis Tabak, Chairman, Associated Apparel Manufacturers, Los Angeles, California.	ASSOCIATED APPAREL MFRS. OF LOS ANGELES	LOS ANGELES CALIFORNIA
Monday Sept. 11 3:00 P.M.	PRESS PREVIEW: FIRST FALL SHOE FASHIONS Attendance strictly by invitation. Publicity: Viola Shefer, PL. 3-2117.	DELMAN SHOE SALON	BERGDORF GOODMAN 754 5TH AVENUE
Tuesday Sept. 12 10:30 A.M.	PRESS PREVIEW: FALL AND WINTER FASHIONS A collection of suits, dinner gowns and daytime ensembles to be reviewed by the invited press. At 2:30 P.M. on the same day, the presentation will be repeated for a group of invited guests. A third showing will be held on Wednesday, September 13th, at 2:30 P.M. for the public. Publicity: Karen Hollis, VO. 5-5900.	BLOOMINGDALE'S	GREEN ROOM 3RD FLOOR
Tuesday Sept. 12 11:00 A.M.	PRESS BREAKFAST TO VIEW FALL FURS Attendance, strictly by invitation. Publ.: Grace Fitzwater, PL. 5-8668.	GUNTHER	666 5TH AVENUE 2ND FLOOR
Wednesday Sept. 13	OPENING OF NEW SHOP More details later. Press strictly by invitation. Publicity: Rosemary Sheehan, CO. 5-3147.	JONAI	408 PARK AVENUE
Thursday Sept. 14 10:15 A.M.	PRESS BREAKFAST FASHION SHOW Special showing of smart town clothes. Also some college fashions and a preview of the newly enlarged Sports Department. Press by invitation. Publicity: Dorothy Coburn, VO. 5-4800.	DE PINNA	650 FIFTH AVENUE 3RD FLOOR
Friday Sept. 15	SEMI-ANNUAL MARKET OPENING-COVERAGE Contact: Sam Cook Singer, WI. 7-2790.	OCTOBER ISSUE WOMEN'S REPORTER	350 5TH AVENUE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Sept. 15	SIX FREE SEWING SESSIONS For six consecutive Fridays there will be a sewing session at which the tailoring of suits, coats, skirts, slacks, and dresses will be discussed by Lucille Rivers of McCall's. Practical demonstrations will accompany lectures. All invited to attend, free. Publ.: Emily Adamson, TR. 5-7200.	ABRAHAM & STRAUS AND McCALLS	EAST BUILDING 7TH FLOOR
Saturday Sept. 16	PRE-SPRING DALLAS MARKET Dallas manufacturers will have their first Spring lines ready for this October show. These Dallas fashion events are attracting increasing attention throughout the country.	AMERICAN FASHION ASSN. & NATIONAL FASHION EXHIBITORS	DALLAS FASHION AND SPORTSWEAR CENTER
Monday Sept. 18 1:00 P.M. Luncheon	EARLY FALL FASHION PRESENTATION Exciting, original ensembles designed by Mme. Lyolene, famous for her intricacy of line and attention to detail. Open to public. Press by invitation. Luncheon from \$1.85. Contact: Mady Martell, PL. 9-4100. St. Regis Publicity: Mary Alice Rice, PL. 3-4500.	MADY MARTELL & MME. LYOLENE	ST. REGIS HOTEL IRIDIUM ROOM
Beginning Tuesday Sept. 19	FASHION ANALYSIS COURSE ADDED TO CURRICULUM A new course, under the instruction of Miss Ellen Carney Bojesen, begins on September 19th at Cooper Union as a new edition to the curriculum. Application can be made in person until August 18th. All courses at Cooper Union are free. Contact: Miss Jacobson, AL. 4-6300.	COOPER UNION	COOPER SQUARE
Beginning Wednesday Sept. 20	OPENING OF FALL SEMESTER The Laboratory Institute of Merchandising will begin its regular course for young women interested in becoming junior executives in fashion merchandising. During the school year, the students will be given eight weeks in practical work in department stores, with pay. For further information, contact: Leona Van Cott, Registrar, CH. 4-5288.	LABORATRY INSTITUTE OF MERCHANDISING	45 WEST 34TH STREET
Wednesday Sept. 20 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOWING First public showing of Fall costumes. Open to public. Press by invitation. Luncheon a la carte. Hattie Carnegie Publicity: Josephine Hughes, WI. 2-2600. Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.	HATTIE CARNEGIE	WALDORF ASTORIA HOTEL SERT ROOM
Thursday Sept. 21- Sept. 23	2ND ANNUAL KINGS COUNTY FAIR A bigger and better fair than last year, with more sections, classes, etc. \$25 War Bond prizes for best entries in each of 6 sections. Cooperating with Abraham & Straus are seven prominent Gardening, Home Economics, and Furniture organizations. Publicity: Emily Adamson, TR. 5-7200.	ABRAHAM & STRAUS	EAST BUILDING 7TH FLOOR
Saturday Sept. 22	NEWSSTAND DATE: CHARM'S HOME FURNISHINGS ISSUE Contact: Miss Tucker, MU. 3-8910.		122 EAST 42ND STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday Sept. 26	12 SCHOLARSHIPS--ONE YEAR'S FREE TUITION Leading to the degree of Master of Retailing, a dozen scholarships will be given to residents of New York, Westchester, New Jersey, and Nassau. Winners will be given practical work in stores at 60¢ an hour, in addition to classroom sessions. Contact: New York University, School of Retailing, Washington Square, New York.	NEW YORK UNIVERSITY SCHOOL OF RETAILING	WASHINGTON SQUARE NEW YORK
Wednesday Sept. 27 1:00 P.M. Luncheon	FALL FUR FASHION PRESENTATION Details later. Open to public. Press by invitation. Luncheon a la carte. Contact: Winsome Davis, PL. 8-0221. Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.	DEIN BACHER OF THE WALDORF	WALDORF ASTORIA HOTEL SERT ROOM
Sunday Oct. 1	INTRODUCING: "DEVASTATING FASHIONS" A complete, coordinated style promotion called "Devastating Fashions", created and introduced by Muriel Johnstone with the cooperation of Capri and David Crystal for fashions; Enka Rayon for fabrics; Coro for jewelry; Martin Schoen for hats; Wear-Right for gloves; and Echo for scarfs, has been readied and will be sold exclusively to one store in each city. The October style magazines will introduce in their advertising and editorial sections "Devastating Fashions" together with Anjou's "Devastating" perfume. Contact: Muriel Johnstone, 9 Rockefeller Plaza, CI. 5-7880.	MURIEL JOHNSTONE AND ASSOCIATED MFRS.	OCT. 1- VOGUE, HARPER'S, TOWN AND COUNTRY
Tuesday Oct. 3 1:00 P.M. Luncheon	FIRST FALL MILLINERY LUNCHEON The usual dramatic Walter Florell presentation can be expected at this first Fall showing of hats to which the press is invited. Open to public. Luncheon a la carte. Contact: Mr. Frederick, PL. 5-0895. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	WALTER FLORELL (29 E. 53RD ST.)	RITZ CARLTON HOTEL OVAL ROOM
Wednesday Oct. 4 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON Presenting the second collection of new Fall fashions including high-style dresses, suits, coats, etc. Open to Public. Press by invitation. Luncheon a la carte. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.	THE TAILORED WOMAN	WALDORF ASTORIA HOTEL SERT ROOM
Beginning Wednesday Oct. 4 1:00 P.M. Luncheon	SERIES OF WEEKLY-LUNCHEON FASHION SHOWS Resuming regular weekly luncheon fashion shows which were abandoned when the war broke out. Viola Shefer will supervise the new series which will begin on October 4th. Sponsors of future shows to be announced. Contact: Viola Shefer, PL. 3-2117.	SUPERVISED BY VIOLA SHEFER	PIERRE HOTEL COTILLION ROOM
Thursday Oct. 5 1:00 P.M. Luncheon	BRIDAL FASHION PRESENTATION The very latest Fall Bridal fashions from the new Bridal Salon will be featured. Open to Public. Press by invitation. Luncheon a la carte. De Pinna Publicity: Dorothy Coburn, VO. 5-4800. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	DE PINNA	RITZ CARLTON HOTEL OVAL ROOM
Monday Oct. 9	FIRST SHOWING FALL SPRING COLLECTIONS	SPORTSWEAR GUILD MEMBERS	INDIVIDUAL NEW YORK SHOWROOMS

MUSIC... THEATRE... MOVIES... NIGHT CLUBS

- Now.....MOVIE: "GLOBAL AIR ROUTES" TRANSLUX MOVIE THEATRES, NEW YORK CITY
 Going This film depicts aviation pioneering from pre-war through today, showing
 On war air routes and the beginning of international air code to prevent future
 aggression by any one nation. Publicity: Evelyn Gerstein, CI. 6-7632.
- Friday.....PREMIERE: "CRY OF THE WEREWOLF" (Movie) RIALTO THEATRE, 1514 BROADWAY
 Aug. 11 A Columbia picture starring Nina Foch, Stephen Crane, Osa Mason and Blanche
 Yurka. A vampire story about a woman transformed to a werewolf. Publicity:
 Hortense Schorr, BR. 9-7900.
- Wednesday...PREMIERE: "IN SOCIETY" (Movie) CRITERION, 44TH ST. AT B'WAY
 Aug. 16 A Universal comedy starring the two laugh-makers ABBOTT & COSTELLO, plus
 Arthur Treacher and Marion Hutton. Costumes, Vera West. Publicity: Al
 Horwits, CI. 7-7100.
- Monday.....OPENING: "SONG OF NORWAY" IMPERIAL THEATRE 249 WEST 45TH STREET
 Aug. 21 An operetta based on the life and music of Edward Grieg, produced by the
 Shuberts with 90 persons in the cast. Ballet and music staged by Balan-
 chine. Publicity: Claude Greneker, CI. 6-9500.
- Tuesday.....PREMIERE: "KISMET" (Movie) ASTOR THEATRE BROADWAY AT 44TH STREET
 Aug. 22 An MGM picture starring Ronald Coleman, Marlene Deitrich, James Craig, and
 Edward Arnold. An oriental setting about a beggar disguised as a prince.
 Costumes, Irene. Publicity: Herbert Crocker, BR. 9-7800.
- Thursday....OPENING: NEW SHOW WALDORF ASTORIA HOTEL, STARLIGHT ROOF
 Aug. 24 Joan Edwards will sing at supper and Nat Brandwynne and his orchestra will
 succeed Guy Lombardo. Mischa Borr and his tango-rumba band remain.
 Publicity: Ted Saucier, EL. 5-3000.
- Monday.....REOPENING: "VOICE OF THE TURTLE" MOROSCO THEATRE, 217 WEST 45TH ST.
 Aug. 28 The famous comedy, "Voice of the Turtle", starring Margaret Sullavan,
 8:40 P.M. Elliot Nugent, and Audrey Christie will reopen at the Morosco for an in-
 definite run. Publicity: Jean Dalrymple, MU. 5-3114.
- Wednesday...PREMIERE: "THE DOUGHGIRLS" (Movie) HOLLYWOOD THEATRE, B'WAY AT 51 ST.
 Aug. 30 A Warner Bros. picture starring Ann Sheridan, Alexis Smith, Jane Wyman,
 Charles Ruggles, and Jack Carson. A comedy adapted from the stage play.
 Costumes, Milo Anderson. Publicity: Eve Siegel, CI. 6-1000.
- Tuesday.....OPENING: "DOWN TO MIAMI" AMBASSADOR THEATRE, 215 WEST 49 ST.
 Sept. 5 A musical comedy directed by Edgar MacGregor, written by Conrad Westervelt.
 8:40 P.M. Stage settings by Stewart Chaney. Publicity: Ben Friedman, WI. 7-6939.
- Wednesday...PREMIERE: "DOUBLE INDEMNITY" (Movie) PARAMOUNT THEATRE, TIMES SQUARE
 Sept. 6 A Paramount murder-mystery about insurance, starring Fred MacMurray,
 Barbara Stanwyck, and Edward G. Robinson. Costumes, Edith Head. Pub-
 licity: Aileen Brenon, BR. 9-7800.
- Friday.....PREMIERE: "ARSENIC & OLD LACE" (Movie) STRAND THEATRE, 47TH ST. & B'WAY
 Sept. 8 A Warner Bros. picture starring Raymond Massey, Cary Grant, Priscilla
 Lane, Peter Lorre and Jack Carson. Adapted from the stage play. Costumes,
 Orry Kelly. Publicity: Eve Siegel, CI. 6-1000.
- Tuesday.....OPENING: "SKATING VANITIES" MADISON SQUARE GARDEN, 8TH AVE. AT 50TH ST.
 Sept. 12 The third edition of the Skating Vanities starring Gloria Nord in a musical
 extravaganza on roller skating wheels, produced at a cost of \$250,000.
 Publicity: Ross Associates, BR. 9-5906.
- Early.....BALLET PRESENTATION: "GRADUATION BALL", METROPOLITAN OPERA, B'WAY AT 39 ST.
 Fall A five weeks' engagement for Lichine's "Graduation Ball" and Balanchine's
 "Waltz Academy". This will be followed in 1945 by the Ballet Theatre's
 regular Spring season of six weeks. Publicity: Gerald Goode, PL. 3-0820.